

Departmental Action Plan Template

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Academy Week (Var II):

Current situation or challenge you want to address based on the Jennifer Suzuki Outline: (must be quantifiable)

(Homework modules assigned)

Herb Chambers Porsche of Boston current challenge is performance below expectation in sold percentage of internet leads. Combined with under 20% appointment setting of total leads and well below 50% of appointments shown, based on the current national statistics of sold units at 3-6% and appointments set above 20% and appointments shown above 50%, we feel that there is great opportunity to increase retail sales to create additional gross profit for the sales department. We feel the current challenge stems from a lack of proper training on incoming and outbound phone skills by the internet and BDC department

Overall Objective and Specific Desired Results:

Herb Chambers Porsche of Boston overall objective is to improve the internet sales personnel and BDC agents phone skills utilizing resources such as professional phone trainer Jennifer Suzuki. To build a team of long term, highly skilled

and, confident employees that learn to maintain a high level of income sufficient to make a long-term career at Porsche of Boston. Improve our appointment setting of internet leads to 30% and shows to 80%. And retail sales above 12%. Track the matrix of information to be utilized to improve store profitability

Describe your action plan in detail (be specific and include before and after measurements)

- 1. Meet with the Internet Manager and review number of staff needed to meet targeted goal. Assign several 6 internet sales personnel to the internet team. Set 3 on shift "A" and 3 on shift "B" to cover store hours. Assign 2 BDC agents to also have opposite shifts. Set a specific process to handle incoming leads and incoming/outbound phone calls. Leads clock to be stopped immediately or within 15 minutes and to be responded with a genuine email within 30 minutes. All incoming calls to be responded to the first time with no calls bouncing back to operator. If so have a system in place to acquire contact information with cell number and email. Once all processes are in place, use resources available such as Jennifer Suzuki's training video's or make commitment to acquire her to do in store training for all Internet and BDC agents. Understanding the process is important, but correct training will be crucial to our success. Set a standard by utilizing the TDA (Teach, Demonstrate and Apply method) to create complete buy in. Train on the 3 aspects to convey when communicating. 1) Trust- earn customers trust. 2) Time-Savings -Explain the time savings and the customer experience you offer. 3) Respect - Develop respect during the sales process.**

2. **Set a focus on the outbound call process by learning how to improve our greeting with a goal of generating more appointments and sales. Teach the staff how to actively manage the call from the beginning, avoid price and availability questions and establish ourselves as a helpful representative instead just another car sales person. Continue with 5 additional steps of training. 1) Confirm who you are speaking with, from the very beginning. 2) Identify who you are and use a title or an affiliate. 3) Identify who you are calling. 4) Confirm vehicle of interest. 5) Transition with one-answer response questions.**
3. **Measure where we are and where we would like to be and set a timeline for increments of improvement. The matrix of information that will be required to monitor improvements are the following: Total monthly internet leads count, total appointments set, total appointments shown, and total sold numbers for the given month.**

Timeline:

Describe specific short term and long term checkpoints to monitor progress

Short Term: Establish teams, integrate processes, set a training schedule and utilize resources such as Jennifer Suzuki professional trainer. Meet with entire staff to set expectations. Provide clear and descriptive instructions. Set a schedule to meet with Saad or Peter, my internet manager, once per week to review progress and provide a financial support plan to include additional personnel, paid for lead providers, digital marketing resources such as Cars.com, Car Guru's, Craigslist, etc. Assist to create a culture change to include state of the art customer service, highly trained long term staff, and a profit center that performs at a consistent and growing level.

Long Term: Review results and the end of the quarter June 2017. Establish a quarterly training refresher with Jennifer Suzuki via video or in house. Review pay structures and bonus plans both monitorial and non-monitorial to make sure we reward the top performers in the department to create motivation. Grow the department from within allowing employees to gain opportunity and create a career minded department.

Meeting with Stakeholders (dealership personnel)

Describe what behavior change is needed to support desired goal. Address required coaching, training and/or consequences (PINO, Gain, Pain). Include timelines / Accountability / Monitoring process

- a. Who:
- b. What:
- c. By When:
- d. How:
- e. **Meet with Owner and utilize the current matrix of information to show where the opportunities are and present the plan in detail.**
- f. **Meet with entire department to include Internet Manager, Internet sales team and BDC agents. Explain in full detail a written process and policy that will generate growth at a steady rate. Explain the investment of training that the company will offer for the employees to achieve at a high level. Ultimately get everyone to buy-in at the start of this action plan.**
- g. **Who: GSM Saad Moustafa and Internet Director Jay Gubala as well as**

New Car Sales Managers Peter Wienstroer all be present in meetings and training for added support and consistency.

- h. What: Establish processes, policies, and training. Assign complete 6-person internet sales team and 2 person BDC team and schedules.**
- i. By When: Feb 1st 2018**
- j. How: Meet 1st meeting Feb 12th, 2018 and a follow up meeting March 26th, 2018 to prepare for implementation.**

Dealer agreement:

If you need your sponsors support or approval to implement your plan, have it signed off before you start. If you can proceed on your own, present this action plan to your sponsor before next class. Describe the meeting:
